



The New Army Safety Campaign Plan

By Mr. Fred Fanning

"Our soldiers are too valuable to the Army and their families to take any chances with their safety. Each life saved, each serious injury avoided, and each piece of equipment undamaged may be the deciding factor in a battle on the Global War on Terrorism."

*—Honorable Les Brownlee
Acting Secretary of the Army*

The Acting Secretary of the Army has implemented a new campaign to reduce and eliminate the accidental deaths of soldiers, civilian employees, and family members. This new campaign provides support for the ongoing war effort and places a new focus on personal safety. The new "Our Army at War, Be Safe, Make it Home" campaign targets motor vehicle accidents, focusing on the use of seat belts and child safety seats and the dangers of drinking and driving.


According to an April 2004 letter from the Secretary reference the Army Safety Campaign Plan, 26 percent of the casualties in Iraq are not combat-related. The letter went on to state that in the past 23 years, the Army has lost 7,500 soldiers to accidents, as compared to the 600 lives lost in combat. The accident total for 2003 was the highest in 10 years—more than 55 percent of the deaths were caused by preventable motor vehicle accidents. The campaign was designed with a goal to reduce preventable accidents by 50 percent by the end of Fiscal Year 2005 through the use of programs designed to educate Army personnel in the hazards associated with motor vehicle accidents and the control measures required to prevent them. All Army personnel are required to watch the new Be Safe video. If you have not seen the video, check with your installation safety office or unit safety

personnel or view it on the US Army Safety Center Web site at <http://safety.army.mil>. The video highlights safety spots from NASCAR drivers and musical artists.

The new banners and posters displayed at Army installations are reminders to follow the rules of the road, use seat belts, place children in safety seats, and avoid drinking and driving. Additionally, new bumper stickers can be seen sporting the *Be Safe* slogan. In addition to the new awareness materials, emphasis has been placed on the Commander's Safety Course (Army Distance Learning Program) available at https://www.aimsrdl.atssc.army.mil/secured/accp_top.htm. This course (No. 012 G1402) is a requirement for commanders, first sergeants, and collateral-duty safety officers and noncommissioned officers.

In the future, the Army will also be placing additional emphasis on risk management training. This training is designed to supplement the integration of risk management in all Army operations. To aid Army personnel in learning what causes accidents and how those accidents can be prevented, the Army has launched a new risk management tool called the *Army Safety Management Information System* or *ASMIS-I*. To use this new tool, go to the US Army Safety Center Web site, select the

ASMIS-1 option, and log on using your Army Knowledge Online (AKO) user name and password (or follow the instructions for non-AKO users). This tool can be used to perform a risk assessment before making a trip.

The new Army Safety Campaign is part of the road to safety success. Please join us in saving lives! 

Mr. Fanning is the Senior Safety Manager at the Army Safety Office.



The 68th Chemical Company Provides Shoes for Needy Iraqi Children

By Sergeant Santiago Rubio


The 68th Chemical Company would have been content to collect several hundred pairs of shoes for needy Iraqi children. Instead, the unit received donations of more than 5,000 pairs of flip-flops, sandals, and sneakers from people in the United States. And the boxes kept coming!



Iraqi children in the Al Rashid district of Baghdad pose with a soldier from the 68th.

The 68th Chemical Company, 1st Cavalry Division, is currently serving in the Al Rashid district of southern Baghdad. The unit initially began the shoe drive when they saw that many Iraqi children had no shoes on their feet. Publicity from the event widened when the Catholic News Service picked up the story. Shoe shipments (and a few monetary donations) from all over the United States began to pour into the unit. The company distributed 1,000

pairs of shoes at the first distribution. According to the executive officer of the 68th, there were so many boxes arriving at the unit, soldiers began distributing the shoes during patrol missions.

This simple, but significant, act of charity has created a bright spot for the 68th Chemical Company during the difficult time of deployment. Even with the hardships that our troops face in Iraq, the faces of the grateful children proved that most of the Iraqi people are appreciative of the peace efforts in their country. 



Iraqi children crowd around soldiers delivering free footwear.

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